I-205 Toll Project

MEMORANDUM
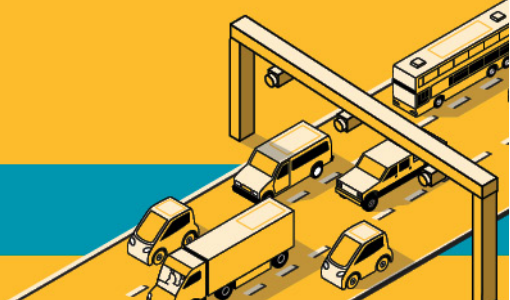
Date	December 4, 2020
To	Hannah Williams, Oregon Toll Program Community Engagement Coordinator
From	Anne Pressentin, WSP
Subject	**I-205 Toll Project Engagement Evaluation Memo**
CC	Lucinda Broussard, Oregon Toll Program Director

INTRODUCTION AND PURPOSE

This memorandum provides a preliminary evaluation of how well the I-205 Toll Project (Project) team met its public engagement objectives in summer and fall 2020. It is intended to be a "self-assessment" by the Project team.

Overall, thousands of people were reached through varied outreach methods, which included the work of engagement liaisons who effectively reached harder-to-reach communities. The input obtained during this engagement was relevant to the Project and will assist the team as planning proceeds. Critical challenges outlined in this memo include engaging in dialogue during a pandemic, the accessibility and convenience of online materials, underrepresentation of Hispanic and Latino communities, and low satisfaction with the information presented. This evaluation, as well as input from the I-205 and I-5 Toll Projects' Equity and Mobility Advisory Committee, will inform future engagement and an update to the I-5 and I-205 Toll Projects' Public Involvement Plan.

Focused engagement activities for the Project began in the spring of 2020 and are ongoing. The majority of the engagement activities addressed in this memorandum occurred in coordination with an online open house and accompanying survey ("online survey") that ran from August 3 to October 16, 2020, to request focused input on Project elements. A separate survey ("evaluation survey"), which asked specific questions about the effectiveness of the engagement, was conducted between October 19 and November 16, 2020. This memorandum summarizes both quantitative data and written and verbal feedback received about the engagement process.

The I-205 Toll Project Engagement Summary, Summer-Fall 2020 report provides detailed information about the engagement and outreach methods used and public comments received during this engagement period.

Memo: **I-205 Toll Project Engagement Evaluation Memo**
December 4, 2020

This memorandum is structured with the following sections:
- Engagement overview.
- Metrics and analytics from outreach methods.
- How people like to stay informed and how they learned of the Project.
- Opinions regarding effectiveness of engagement.
- Community engagement liaison feedback.
- Findings

ENGAGEMENT OVERVIEW

Using a variety of methods, thousands of people were engaged to learn about the Project, ask questions, and provide more than 4,600 comment submittals. This was accomplished during the COVID-19 pandemic with restrictions on travel and in-person gatherings. It was a challenging period for outreach and required a pivot in the approach to other, largely virtual, methods.

The following methods were used for engagement during this comment period:

- Briefings to local agencies and organizations (27 in total).

- Project website.

- Online open house (a temporary website made available in English and Spanish).

- Online survey (which was also made available in a paper version).

- Coordination with community-based organizations and partner agencies.

- Advisory committee meetings (Region 1 Area Commission on Transportation, I-5 and I-205 Toll Projects' Equity and Mobility Advisory Committee).

- Multilingual outreach to Chinese, Vietnamese, Russian/Slavic, and Spanish language communities by professional community engagement liaisons.

- Three webinars.

- Multiple notification methods, including email, paid advertising, news stories, and coordination with local partners.

For more detailed information on these methods, please see Section 4.1 of the I-205 Toll Project Engagement Summary, Summer-Fall 2020.

Public Comments Received

The engagement resulted in over 4,600 comment submittals from various sources, as listed in Table 1.

Table 1. Comment Submittals by Source

Comment Source	Number of Comment Submittals
English online survey	3,743
Spanish online survey	79
Vietnamese online survey	68
Russian online survey	72
Simplified and Traditional Chinese online surveys	110
Online survey subtotal	4,072
Webinar participation	109
Briefings and presentations	165
Committee public comments	35
Letters	22
Email and web comment form	239
Voicemails	2
Total comment submittals received	4,644

METRICS AND ANALYTICS FROM OUTREACH METHODS

Online Survey Demographics

Over 80% of the public comment submittals received came through the English online survey. The following demographic and language trends were observed from those who provided their demographic information in the online survey (Note: answering demographic questions was optional).

- Of those who provided their demographic information, 651 (16% of total respondents) identified as Black, Indigenous, or People of Color, which is similar to the population of the largest four counties of the Portland metro area as reported by the U.S. Census Bureau American Community Survey data (2014 to 2018).

- About 7% of survey respondents completed the survey in a language other than English, which is less than the regional percentage of people who speak a language other than English at home. The 2017 U.S. Census Bureau American Community Survey data shows 4.2% of the population in Clackamas County speaks English less than very well. In Multnomah and Washington Counties, the figures are 8.5% and 9.1%, respectively.

- About one-quarter of respondents (23%) reported their annual household income as less than $50,000, which is a lower percentage than the region as a whole. In a 20-mile radius around Portland, about 38% of households have incomes less than $50,000 per year, according to the 2017 U.S. Census Bureau American Community Survey. In the I-205 corridor near the Abernethy Bridge, about 34% of households have incomes less than $50,000.

- People who identified as Hispanic or Latin American were likely underrepresented in the survey responses compared to the size of these communities in the region.[1]

Table 2. Race/Ethnicity of Online Survey Respondents Compared to Clackamas County and the Portland Metro Area

Race/Ethnicity	Online Survey Respondents[1]	Clackamas County	Portland Metro Area
American Indian/Alaskan Native	3%	1%	1%
Asian	6%	4%	7%
Black/African-American	4%	1%	3%
Hispanic/Latino[2]	6%[3]	9%	12%
Native Hawaiian/Pacific Islander	1%	0%	1%
Slavic	2%	N/A	N/A
Middle Eastern	1%	N/A	N/A
White	54%	88%	81%
No response/other	33%	N/A	N/A
Some Other Race	N/A	2%	3%
Two or More Races	N/A	4%	5%

[1.] Data for online survey respondents is based on responses to the following question: "How do you identify your race/ethnicity? (select all that apply)" Total will not equal 100%.

[2.] According to the U.S. Census Bureau, Hispanic origin can be viewed as the heritage, nationality, lineage, or country of birth of the person or the person's parents or ancestors before arriving in the United States. People who identify as Hispanic, Latino, or Spanish may be any race.

[3.] Composed of survey respondents who identified as Hispanic/Latin American and/or Indigenous Central or South American.

Geographic Representation of Online Survey

Based on self-reported zip codes, most online survey respondents indicated that they live in the Portland metro area (81%), as shown in Table 3, and the majority live near the proposed Project, as shown in Figure 1. More than half of survey respondents live in Clackamas County (54%) and travel by car most of the time (82%), based on survey data. Within the four-county Portland metro area, Clark County and Washington County were the least represented (3% and 7% respectively). Given that the Project is located in Clackamas County, it appears that more responses were received from those drivers and residents that the Project is more likely to directly affect.

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[1] The survey and comment period were open to anyone who wanted to participate. Respondents do not represent a random sampling of households in Clackamas County or the Portland metro area and therefore are not statistically representative of the population as a whole.

Table 3. Location of Online Survey Respondents

Location	Total Population	% of Portland Metro Area Population	Online Survey Responses	% of Online Survey Responses
Total	N/A	N/A	4,072	100%
Portland Metro Area	2,251,640	100%	3,311	81%
Clark County	465,384	21%	138	3%
Multnomah County	798,647	35%	709	17%
Washington County	581,821	26%	281	7%
Clackamas County	405,788	18	2,183	54%
Marion County	335,553	N/A	74	2%
Other counties (or no ZIP code provided)	N/A	N/A	687	17%

Figure 1. Heat Map of All Online Survey Responses by ZIP Code (left) and Heat Map of Online Survey Responses from Black, Indigenous, and People of Color (right)
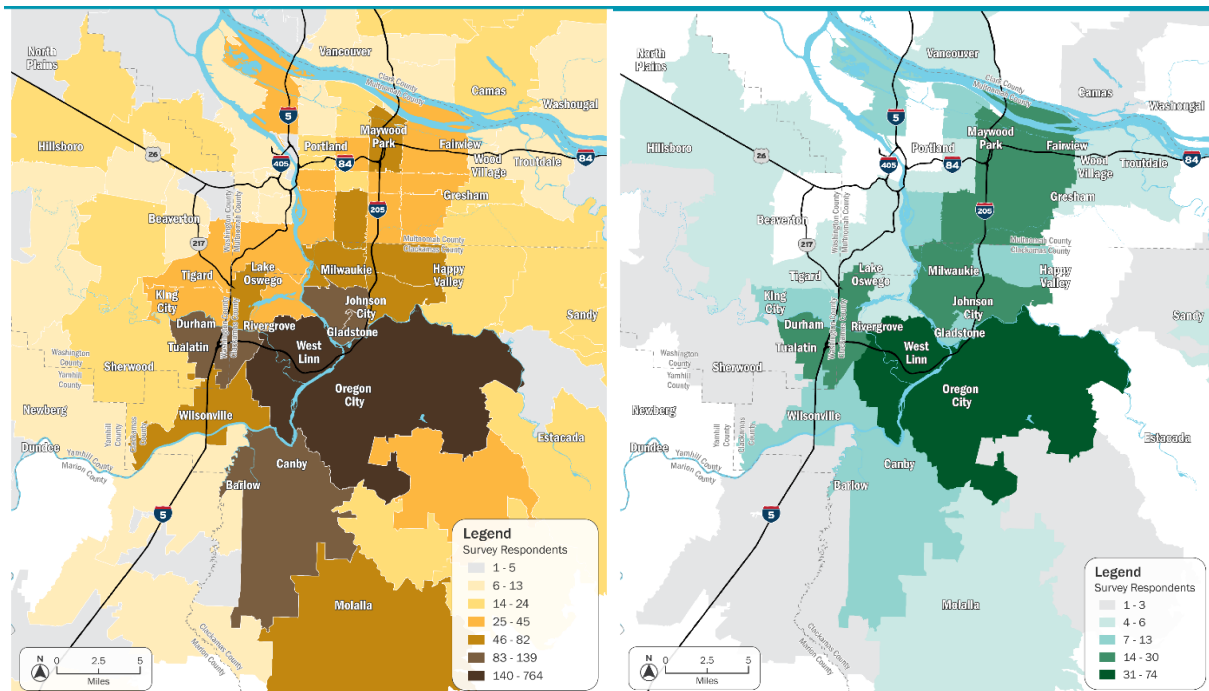
Evaluation Survey Demographics

An evaluation survey was conducted that posed specific questions about the engagement tactics in an effort to understand respondents' satisfaction with the process. In total, 235 respondents completed the evaluation survey, mostly in English; 18 respondents completed a Spanish-language version of the evaluation survey. Of those who reported their ZIP code, the majority live in Oregon (85%) and the rest live in Washington state (15%). About half (49%) reported they live Clackamas County, as shown in Table 4.

Table 4. Location of Evaluation Survey Respondents

Location	Evaluation Survey Responses	% of Evaluation Survey Responses
Portland Metro Area	213	90%
Clark County	31	13%
Multnomah County	52	22%
Washington County	14	6%
Clackamas County	116	49%
Other Counties (or no ZIP code provided)	22	10%
Total	235	100%

Website and Online Open House Analytics

More than 9,500 people visited the English or Spanish online open house during the comment period to learn about the Project. In addition, more than 6,600 people visited the Project website, as shown in Table 5. The online open house and Project website were some of the primary pathways to connect with the online survey.

Table 5. Website Analytics, August 3 through October 16, 2020

Website	Unique Visitors	Page Views	Average Bounce Rate
English online open house	7,561	9,471	84%
Spanish online open house	1,968	2,167	91%
I-205 Toll Project website	6,601	9,451	79%
Oregon Toll Program Homepage	870	1,845	37%

Below are some notable findings from the analysis of website and online open house usage:

- Despite reaching thousands of people online, the "bounce" rate was relatively high for online resources, particularly the online open house. A bounce rate is the percentage of people who access a website and leave without clicking any links or navigating to another page. The first page that readers accessed in the online open house was a welcome page that had little information compared to other pages. Across all of ODOT's online open house sites, the average bounce rate is 75%. Across all regular ODOT webpages, the average bounce rate is 85%. These metrics indicate more investigation is needed.

- The links to the online open house and online survey were broadly shared via many notification methods, including a news release, social media posts, and through local partners. Online survey data showed that the online open house, Project website, and the Project email were the top three ways that people accessed the online survey.

- Facebook was an effective method by which many people learned about the engagement. Many local governments, media outlets, and the community engagement liaisons[2] used Facebook to drive engagement. ODOT also placed paid informational ads on Facebook. Of all online surveys completed, 520 were started as a result of a Facebook post (either by an ODOT post or advertisement, or a "referral" from another organization). Advertising results showed that a Facebook ad in English reached almost 79,000 people and generated 2,600 clicks to the online open house. Two Spanish Facebook ads reached a similar number of people (83,550) and generated more than 4,000 clicks to either the Spanish online open house or Spanish online survey.[3]

Table 6 summarizes the number and percentage of online survey responses by referral source.

Table 6. How Respondents Accessed the Online Survey (All Languages)

Referral Source	Number of Online Survey Respondents	Percentage of Online Survey Respondents
Online open house	1,073	26%
ODOT Toll Program web pages (including I-205 Toll Project)	837	21%
Project email (GovDelivery)	509	13%
Direct link to English language survey (unknown sources)	439	11%
Media (radio, Bike Portland, KPTV, Canby First, Portland Business Journal)	332	8%
Facebook and other social media (ODOT or unknown sources)	287	7%
Local governments (West Linn, Clackamas County, Gladstone, Camas)	237	6%
Community liaisons (translated survey direct links)	222	5%
Other multilingual links to online survey	107	3%
Other/unknown	29	1%
Total	4,072	100%

Note: Facebook links were used by ODOT, media, local governments and community liaisons. Where the author of the Facebook post is known, it is grouped by the author.

HOW PEOPLE LIKE TO STAY INFORMED AND HOW THEY LEARNED OF THE PROJECT

Participants' Preferred Methods to Receive Information

One question in the online survey asked about preferred methods to receive information and provide input. More than 2,900 respondents indicated that social media, websites and emailed newsletters are the top three preferred methods to stay informed, as shown in Figure 2. These findings are similar to those of the online survey analytics which showed that the top methods

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[2] The Project team partnered with community engagement liaisons to share information in multiple languages in their communities as described in this memo.

[3] See Table 4-5 in the I-205 Toll Project Engagement Summary, Summer-Fall 2020.

to refer people to the online survey were the online open house, Project website, Project email, and Facebook.

Figure 2. Responses to Online Survey Question: Your input is important to us. How would you like to stay informed about your community? (Select all that apply)

Information Source	Number of Online Survey Responses	% of Online Survey Responses[1]
Social media	1,238	42%
Website	1,073	37%
Emailed newsletter	1,002	34%
Public meetings	522	18%
Mailed newsletter	502	17%
TV or radio	441	15%
City or county council presentations	389	13%
Newspaper or blog	286	10%
Other	283	8%
Community organization	167	6%

[1] Based on 2,914 total online survey responses. Because respondents could select all that apply, the percentages total more than 100%.
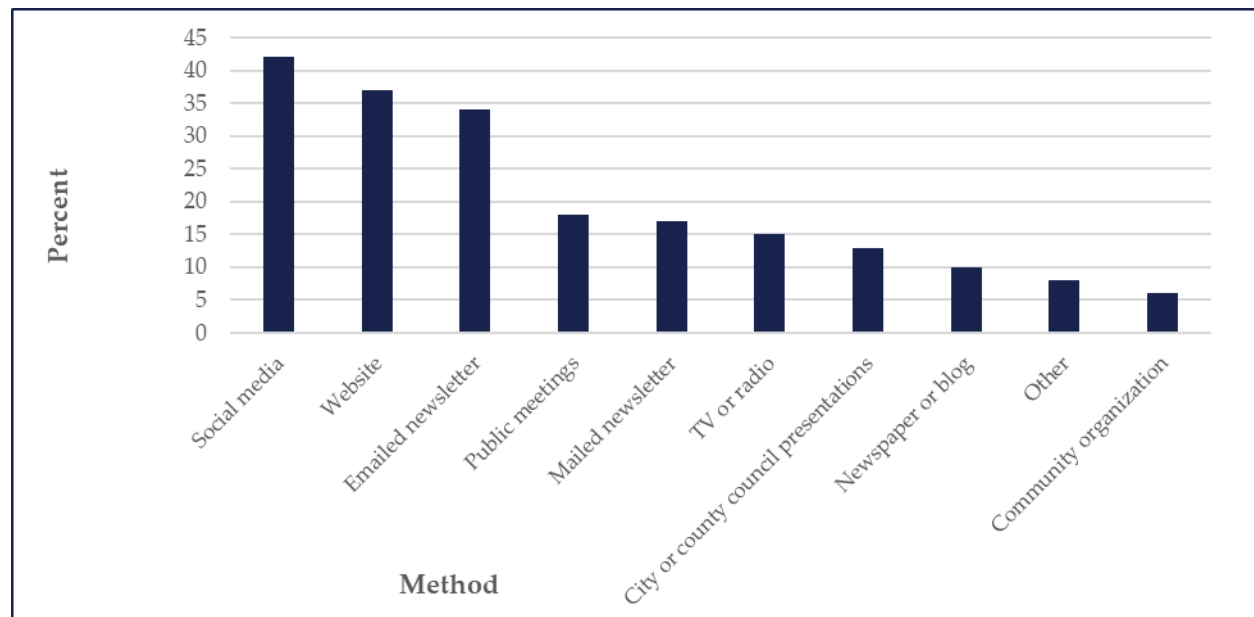
Online survey rankings of how people prefer to receive information were consistent across most demographic groups, except older adults (65 or older). Older adult respondents were more likely to indicate a preference for an emailed newsletter (49% compared to 34% for all respondents). Similarly, newspapers were selected by 10% of all respondents but 19% of older adult respondents.

People up to 24 years of age, identifying as Hispanic or from Latin America, and/or Asian/Pacific Islander were much more likely to rely on social media for information; more than

60% of these online survey respondents selected social media as a preferred method to stay informed. For all respondents, 42% selected social media as the preferred method to stay informed.

Participants' Reported Methods of Receiving Information

The evaluation survey that ran from October 19 to November 16, 2020, asked participants how they learned about the public comment period that occurred August 3 to October 16, 2020. Of the 235 evaluation survey respondents, most said they learned about the comment period from an ODOT email (29%), community-based organization (23%), and/or a news story on TV, radio, newspaper, or a news website (20%).

Online survey respondents' indications of their preferred methods to receive information did not align well with how people indicated they actually learned of the Project in the evaluation survey. Reasons for this difference could include the length of time that had passed since the online survey or the distribution methods for the evaluation survey (email, website, community-based organizations, and engagement liaisons).

OPINIONS REGARDING EFFECTIVENESS OF ENGAGEMENT

Evaluation Survey

The evaluation survey asked respondents to share their opinions about the accessibility and usefulness of the outreach methods.

Respondents were split in their opinions about whether the information was presented in an easy to understand way with a website that is easy to navigate; about half agreed and half disagreed, as shown in Table 7. Approximately 70% somewhat or strongly disagreed that the website information answered their questions. Less than 30% were satisfied with their ability to contact the Project team or ask questions through the website.

Table 7. Responses to Evaluation Survey Question: Please share your thoughts about your ability to access information and learn about the project on the website, www.OregonTolling.org.

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Unsure	Total Responses
The information is presented in an easy to understand way.	10%	39%	30%	19%	3%	91
The webpage is easy to navigate, and I can find what I'm looking for.	8%	39%	34%	10%	10%	91
The information answers my questions.	9%	13%	29%	41%	8%	90
I am satisfied with the ability to contact the Project team or ask questions through the website.	9%	20%	25%	33%	14%	89

The majority of the evaluation survey respondents (73%) somewhat or strongly agreed that the online survey was accessible and easy to navigate. Most respondents (59%) also said the online survey information and questions were easy to understand. Half of the respondents (50%) were satisfied with their ability to make comments about the Project via the online survey, as shown in Table 8.

Table 8. Responses to Evaluation Survey Question: A survey was translated into several languages that could be accessed from the online open house, via a direct link on the website or a paper copy. Please share your thoughts about your ability to access information, learn about the Project and share your input with the survey.

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Unsure	Total Responses
The information and questions were presented in an easy to understand way.	24%	35%	15%	16%	11%	89
The survey was accessible and easy to navigate.	26%	47%	15%	6%	7%	88
I was satisfied with my opportunity to make comments about the Project via the survey.	25%	25%	14%	30%	6%	87

Most respondents were not satisfied with the Project team's effort to answer questions (62%), or gather community input (55%), as shown in Table 9.

Table 9. Response to Evaluation Survey Question: Whether you support or oppose tolling on I-5 or I-205, how satisfied are you with the Project team's efforts to [do the following?]:

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Unsure	Total Responses
Share information about tolling on I-205?	5%	18%	12%	44%	22%	78
Answer questions about tolling on I-205?	4%	8%	18%	44%	27%	78
Gather community input about tolling on I-205?	4%	13%	5%	50%	28%	78

Very few respondents – less than 10% –responded to a question about the ease of accessing information and learning about the Project via the online open house. Even fewer – less than 5% – responded to a question about their satisfaction with Project presentations and events in the evaluation survey.

Webinars

In addition to the evaluation survey, the Project team asked the 127 webinar participants to evaluate these three online events via an instant poll using Poll Everywhere Software. The results showed participants to be satisfied with their ability to gain information through a webinar, as demonstrated in Table 10.

Table 10. Responses to Webinar Questions on Satisfaction with these Events

	Webinar #1: August 12	Webinar #2: August 18	Webinar #3: August 20
Would you recommend this type of format in the future if in-person meetings cannot be held?			
A. Yes	100%	100%	100%
B. No	0%	0%	0%
Did this event provide you with the information you need to submit comments?			
A. Yes	100%	94%	83%
B. No	0%	6%	17%

Suggestions for Improving Engagement

Respondents to the evaluation survey were also asked how ODOT could improve outreach and engagement in the future to hear from a wide and diverse audience. Just over half of respondents answered the question (128), with more than 60 providing ideas for improvements. Other respondents provided comments about the Project itself or expressed distrust that the public comments would be listened to.[4]

Ideas or suggestions for improving engagement efforts fell into four categories: tactics, materials, audiences, and the decision-making process.

Tactics

About a quarter of those who provided ideas for improving engagement suggested mailers to their homes, stories in the media, and/or use of a variety of social media platforms. Other suggested methods included: notices on electronic reader boards near the roadway, posters or signs similar to ones used for neighborhood meetings, information tables, advertising, local chats or interactive displays at restaurants, Zoom town halls, and in-person public meetings when safe. Open-ended responses to the online survey provided many of the same suggestions as well as others: personal phone calls or interviews, advisory committee, door to door outreach, text messaging, and billboards. In the online survey, a few said that education about tolling in general was needed. One person said the website was hard to find.

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[4] Please also refer to Section 7.2.11 of the I-205 Toll Project Engagement Summary, Summer-Fall 2020, for additional information about commenters' opinions on the public engagement and decision process.

Materials

Some people provided comments on how ODOT could improve the engagement materials. Some commenters said the language used in informational materials was confusing, not specific enough, and/or too long. A few said that a "no toll" option should have been more apparent, as well as the cost and location of the proposed toll. A few commenters also said that the purpose of the comment period could have been more transparent.

Audiences

Some respondents made suggestions about audiences to engage to help distribute information and solicit input. These suggestions included: residents in the ZIP codes immediately adjacent to the proposed tolled area; contractors who work in the affected area; Clark County residents; "downstate" residents; vehicle drivers who would pay the tolls; neighborhood coalitions, associations or community planning organizations; parent-teacher associations; groups working with older adults; youth in social studies classes; and affordable housing advocates.

Decision-Making Process

About a fifth of respondents had suggestions related to the decision-making process and transparency. They said that people would be more likely to engage if they knew their comments would be listened to and not be ignored. In both the evaluation survey and the online survey, many respondents said that they felt key decisions were already made or expressed general distrust with the process. Many respondents to both surveys suggested that a general vote should be used for decision-making about tolling. A few commenters said the timeline for decision-making should be extended to a time when people can meet in person.

COMMUNITY ENGAGEMENT LIAISON FEEDBACK

A discussion workshop was held with nine community engagement liaisons on November 13, 2020, to solicit their feedback on the engagement activities and listen to concerns raised by their networks. These community engagement liaisons provided targeted outreach to Chinese, Vietnamese, Russian and Slavic, and Spanish speaking communities. The Project team is unable to determine the precise number of survey responses generated by liaisons because some liaisons shared public links to the Project website and online survey. We do know, however, that 329 surveys were completed in a language other than English and believe that the vast majority were the result of liaison outreach.

The liaisons used a wide variety of innovative methods to engage with their networks and noted the following tactics as most successful:

- One-on-one outreach in person (distanced), by phone, text and through chat/messenger apps. Some liaisons said they conducted the survey on the phone with community members one-on-one and received input in a respondent's preferred language and then translated it in the survey. One liaison also looked on Facebook for people who had "liked" or commented on an I-205 Toll Project post and reached out to them directly.

- Using social media groups, both starting new chat groups or joining existing ones. Liaisons engaged these groups by posing questions about how tolls would affect them. One liaison posed "trivia" questions about the Abernethy Bridge to engage Russian and Slavic groups to get them talking in these groups about the Project.

- Leveraging media relationships to get information shared by multilingual media providers, such as through radio spots. One liaison appeared on a Spanish-language radio show in an interview and encouraged listeners to think about how tolls could affect them and to take part in the survey.

Several additional themes emerged from the liaisons during this meeting that are worth considering for future rounds of engagement, specifically:

- Survey and outreach fatigue among their networks from multiple projects. They found it difficult to get people to complete the survey, which people found overly long and complex.

- Strong negative opinions about the need for tolling as well as concerns within their networks about personal financial impacts. In some cases, this resulted in members of their communities expressing that they were unwilling to participate in surveys or engagement activities that supported the Project's advancement.

- Email was nearly universally considered the least effective method to engage their communities.

FINDINGS

Indicators of Success

Overall, the Project team was very successful in using a variety of outreach methods, engaging broad and diverse participants, and obtaining relevant input. Notable challenges included engaging in dialogue during a pandemic; the high online open house bounce rate; the level of satisfaction with the accessibility of information and ability to be heard; and underrepresentation of Hispanic and Latin American communities. Table 11 applies success indicators to determine where this engagement phase met the measure and where it did not. These indicators are equivalent to the "indicators of success" found in the I-205 Toll Project Summer Engagement Plan and select objectives from the I-205 Toll Project Public Involvement Plan.

Table 11: Summary Assessment of Indicators of Success

Success Indicator	Summary of Key Results	Was Measure Met?
Number of comments received during the comment period meets the average number submitted during similar comment periods during the Value Pricing Feasibility Analysis (~2,000 comment submittals).	4,644 total comment submittals received.	Yes
The majority of comments received from the public during the comment period are well informed and within the scope of the Project.	Many comments were informed and within the Project scope. Some respondents expressed lack of knowledge in public decision-making processes, electronic toll collection, and the potential benefits of tolling.	Mixed
Online open house tool analytics show bounce rate is at or below average for ODOT online open houses (75%).	84% bounce rate for English online open house; 91% bounce rate for Spanish online open house.	No
Participant demographics are proportionate to the demographics of the I-205 Toll Project corridor.	A majority of respondents live near the Project corridor; Hispanic/Latin American participation was underrepresented in survey responses.	Mostly
Greater than 75% of participants expressed satisfaction with the quality and accessibility of information presented.	In the evaluation survey, almost 50% expressed satisfaction with the information and nearly 75% expressed satisfaction with the online survey itself.	No
Greater than 75% of participants expressed satisfaction with their opportunity to be heard in the public input process.	In the evaluation survey, less than 50% expressed satisfaction with the opportunity to be heard.	No
Project information is translated and provided in compatible formats in a timely way.	The online survey, Project factsheet, and flyer were provided in five languages; the online open house was provided in two languages. All outreach materials were compliant with screen-readers ("Section 508" compliant).	Yes
Project information is delivered through trusted community sources (e.g. community liaisons, organizations or local jurisdictions).	Liaisons used varied techniques to distribute information widely to different communities. Local governments distributed online survey links via their websites, electronic newsletters, and social media.	Yes
[Public Involvement Plan] At least three ethnic media outlets that receive information publish factual articles about the Project before each environmental review milestone.	Informational materials were sent to multiple ethnic media outlets, but none ran an article. The Project was featured on one Spanish-language radio show.	No
[Public Involvement Plan] Traditional and factual media coverage occurs at every key milestone.	Media coverage occurred and resulted in increased online survey responses.	Yes
[Public Involvement Plan] Comments and questions are received from the public about the Project at key milestones.	4,644 total comment submittals received during this comment period, which is a key milestone.	Yes
[Public Involvement Plan] Regular attendance and active engagement from partner agencies and stakeholders at and between technical working group meetings.	Partner agencies attended and actively participated in Regional Partner Agency Staff, Transit Multimodal Working Group, Regional Modeling Group, and Participating Agency meetings.	Yes

Success Indicator	Summary of Key Results	Was Measure Met?
[Public Involvement Plan] Agency partner staff review, discuss, and share input before moving ahead to next step in environmental review process.	18 comment letters received from regional partner agencies.	Yes
[Public Involvement Plan] Regional partners provide opportunities for Project briefings to facilitate dialogue and partner input before key decision milestones.	27 briefings given at the invitation of agency partners.	Yes

Finally, by considering data across multiple sources (survey responses, analytics and liaison input), several cross-cutting themes emerged:

- **Social media is highly effective for reaching many communities, but posts did not necessarily lead to survey responses.** Social media was successful for sharing information about the Project, getting people to visit Project webpages, and directing people to the Project links. A large number of online survey visits were redirected from social media posts by ODOT, agency partners, community organizations, and community engagement liaisons. Facebook engagement was especially high in Spanish, highlighting both the effectiveness of social media in Spanish as well as the effectiveness of the community engagement liaisons in using these tools to drive engagement. While this was successful in encouraging people to click a link to learn more about the Project and to comment on posts, many people chose not to complete the survey. The liaisons also noted difficulties in getting people to complete surveys.

- **The geographic reach of engagement was successful.** Substantive input was received from all areas of Portland metro area, with greater levels of engagement nearest the Project. For example, over half of the respondents to the online survey who reported their ZIP code live in Clackamas County. There was also significant input from residents of Washington state. Many of the responses to open-ended survey questions and communications with the community engagement liaisons expressed concerns about negative personal effects of tolling. The level of response shows a high level of interest and effective engagement of people who could be most impacted by the Project, across diverse demographic and language groups.

- **The Project team needs to rethink how we inform people about the Project.** A majority of the online survey respondents reached it through a direct link rather than through the online open house itself. Community engagement liaisons noted that their communities expressed dissatisfaction with the information available, and these sentiments were also prevalent in the evaluation survey. It appears that many people did not access, or perhaps know of, the online open house and available Project fact sheet and/or did not have or take advantage of the opportunity to learn more about the Project. The liaisons noted that people

found the information too long and complex and the language overly technical; the engagement results indicate this is true for the materials in all languages, including English.

- **Innovative tools were used successfully, but it is hard to engage in dialogue during the COVID-19 pandemic.** The Project team refined the planned engagement tools in response to the pandemic restrictions, advancing some activities and putting others on hold. Comments were received from about 4,600 people and social media and media advertising resulted in thousands more learning about the Project, indicating a level of success in reaching people despite the restrictions. Unfortunately, dialogue with community members was largely restricted and real-time engagement was limited to outreach by the liaisons, advisory committee meetings, community briefings, and the Project webinars. There were fewer opportunities to ask questions or engage with the Project team, relative to in-person events in the past. This reduced opportunity for interaction was reflected in the dissatisfaction noted in the evaluation survey about the information available.

- **Dissatisfaction and opposition indicate a new for additional information and dialogue:** A majority of the responses to the online survey questions indicated opposition to the idea of tolling this segment of I-205 or other interstate highways, as well as dissatisfaction or frustration with the ability to get information and/or provide input. While these sentiments are common and expected to some extent for toll projects, they also indicate a need for more information sharing, education, and community dialogue in future rounds of engagement for the engagement and participation to be productive.